

Notes on Meeting 31 March 1970  
to Discuss Filming of Award Winners

Couturier started off by covering the two ideas he had this year to achieve more nationwide publicity on the League, its purpose, and the award winners.

a. He mentioned the effort to secure time on network T.V., e.g., The Today Show, and the work being done by the public relations film in coming up with ideas.

b. He then talked about the film clips. If this turned out well, the assembled film of all of the clips could be used on T.V., in schools, as a recruiting document for the several agencies involved, etc.

The meeting then got right to the point of the film clip.

The Agriculture man in charge is:

Martin Lobdell  
code 111 - 6072 or Dupont 8 - 6072

Boor  
- Don't know ~~Boor~~

Lobdell indicated that he would need a purchase order and he estimated the cost of the film clip at from \$600 to \$800. He asked that purchase orders estimate the cost at \$700 but to leave them open-ended. The purchase order should read "for production services to prepare a 16 millimeter color film" on our award winner.

The purchase order should be directed to the United States Department of Agriculture, Office of Information, Motion Picture Service, Washington, D. C., 20250.

The time schedule is real tight. Lobdell's deadline for submission to the League of all of the edited clips is 15 April. This means that each winner must be available within the next week.

Original J/R  
after @ Larry - called Lobdell - meeting set for  
2<sup>30</sup> - 1 April in Larry's office  
in coming.  
Boor  
Horner

Lobdell asked that when we get in touch with the award winners, he should plan to set aside a half day (although it should take less) for the filming.

Lobdell's approach will be first to set up a preliminary meeting with the winner. At this session they will decide where the film will be taken, when, and generally what the substance of the clip will be. If we have any ideas of our own, we should send them to Lobdell as soon as possible.

The shooting team will consist of three men.

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We were asked to supply the name of the contact point (I gave the name of the winner and his office location. ~~I did so.~~

Couturier talked about a taperecording that will be made during the presentation of the award and the reading of the citation after the meeting. Agriculture will experiment with placing this narration on the film clip. It is recognized that this may not turn out to well.

Couturier also indicated his tentative plans to have some movie film taken at the banquet, with cost to be pro-rated among the several agencies. Several of us indicated that we reserved for later discussion and decision whether we wish to participate and bear some of this cost. This is not a firm plan, but rather just another of Couturier's ideas.

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